



AOT in Action

TOURISM WORKS FOR ARIZONA!

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from the Director:

Good morning.

Happy New Year! I hope everyone has a great and safe holiday and that you're ready for all the excitement that 2008 will bring. The Grand Canyon State will kick this New Year off with a bang by serving as center stage for two amazing college football thrillers, the Insight and Fiesta bowls. Then the excitement will only continue as the state gets ready for the ultimate football competition, Super Bowl XLII. These are all great events to help highlight Arizona as a premiere travel destination.

On behalf of the entire staff at the Arizona Office of Tourism, I wish all of you an extremely prosperous 2008!

Have a great week.

Margie A. Emmermann
Director
Arizona Office of Tourism

AOT News Flash

AOT Presents the Next ATU Workshop, "How to Write an Effective Marketing Plan"

The Arizona Office of Tourism is proud to present the next Arizona Tourism University workshop series, "How to Write an Effective Marketing Plan." Held in locations throughout the state these sessions will focus on how to build effective marketing and communication plans. Results-driven communications are critical in today's world for selling ideas, creating marketing campaigns, or competing for funds and resources. This presentation will also provide insight into future trends for marketing and communications, as well as offer examples of ways to increase the attention your marketing and communication plans get. Times and locations are listed below. To register for a workshop please contact Sarah Martins at 602-364-3687 or via e-mail at smartins@azot.gov.

January 16, 2008

10:00 a.m. – 12:00 p.m.
Little America Hotel
2515 East Butler Avenue
Flagstaff, Arizona 86004

January 23, 2008

10:00 a.m. – 12:00 p.m.
JW Marriott Starr Pass Resort & Spa
3800 West Starr Pass Boulevard
Tucson, Arizona 85745

Industry News

Super Bowl Tickets Still Available

Want to go to the Super Bowl? Here is your chance. Get Super Bowl game tickets through the Arizona Super Bowl Host Committee and re-invest in our community! Game ticket packages offer you the opportunity to be at Super Bowl XLII in premium end zone club seating. From VIP pre- and post-game hospitality to private VIP events, you will have a first class experience and play a crucial role in our community. By purchasing a Hospitality Package, you will help the Host Committee raise more than \$5 million to fund community outreach programs including NFL Youth Education Town, Boys and Girls Clubs, Emerging Business Program, Super Learning in a Super State and more. For more information, please visit www.AZSUPERBOWL.com today and make sure you have a seat at the big game!

Arizona's National Forests Wants to Keep Visitors Satisfied

Managers of Arizona's six national forests are brainstorming ways to keep their visitors satisfied, says the Arizona Republic. The U.S. Forest Service nationally is probing usage of trails, camp sites and boat docks on all its lands to find out what visitors want. It will require all forest managers to develop a 5-year blueprint by next year that would zero in on each forest's theme or niche. (www.Arizona Republic.com/Business)

Southwest Targets Business Flyers

In one of Southwest Airlines' biggest, most concentrated advertising blitzes ever, the Dallas-based discount carrier has paid millions for TV advertising time on the Orange Bowl and other big college football games through the BCS championship on Jan. 7. The carrier's primary aim is

to go after as it never has before business travelers who rarely, if ever, fly the airline that boards more passengers than any other in the U.S. For Southwest, attracting more business travelers is central to its push to generate \$1 billion more annually by 2009 to meet rising operating costs and ensure continuation of its 34 consecutive years of profitability. The carrier is in the process of tweaking the no-frills, egalitarian approach that revolutionized air travel in the U.S. (*Page 1B, USA Today*)